



Terms of Reference for Short Term Communication Consultant for Platforms for Dialogue (P4D) Project

The British Council in Bangladesh invites applications for the position of a short-term communication consultant to support communications and social media campaign activities of its Platforms for Dialogue (P4D) project.

P4D in Bangladesh is a three-year programme funded by the European Union (EU) and delivered by the British Council. Its aim is to harness, promote and affect collaborative dialogue between civil society and government of Bangladesh (GoB), ensuring the most marginalised groups in society participate. The programme has the following objectives:

Overall Objective:

To strengthen democratic ownership and improve accountability mechanisms in Bangladesh.

Specific Objectives:

To promote a more enabling environment for the effective engagement and participation of the citizen and civil society in decision making and oversight.

To achieve its objectives, P4D is organised around three converging Result Areas:

- Result Area 1: "CSOs' ability to influence government policy and practice raised through better accountability to and more effective representation of citizens' interests";
- Result Area 2: "Accountability and responsiveness of government officials raised through enhanced capacity building of decision makers and engagement with CSOs";
- Result Area 3: "New tools and policy platforms for more effective dialogue between citizens and government are developed and utilised".

No of position- 01 (Dhaka based, with possible field travel no more than 10% of the time)

Duration and workload: up to 90 working days between December 2018 and May 2019.

The overall objective of this position is to support outreach activities of the Project through documenting field work, preparing highlights of local civil society and other creative content, capacity building of civil society and other stakeholders in strategic communication, content support for the development and improvement of communication tools including but not limited to project website, social media channels and newsletters.



The successful candidate is expected to deliver following broad tasks:

1. Result area 1

- Review and finalise P4D’s *Social Marketing strategies* (Target audience, channels and proposed activities), as per P4D’s brand and visibility requirements
- Review and finalize the design and content of project Facebook and Twitter.
- Review and update generic project communication tools e.g. reporting formats, newsletter format, articles, blogs, success stories and case stories with a view to for showcasing success stories in an effective way.
- Review and update P4D’s Communication Toolkit for training local partners and CSOs
- Contribute to drafting year 2 project report.

2. Result Area 2

- Develop scripts for four Public Service Announcements (or animation videos) and lead their production to be developed with a view to raising awareness on policy instruments.
- Lead content development of strategic communications training for civil servants (training design, curriculum and content).
- Review and update workshop design and implementation plan for media and civil society partners.

The successful candidate is expected to deliver following tasks:

Component	Activity	Estimated Workload (days)
1. Social Marketing Strategy	Review and update social marketing strategies (Target audience, channels and proposed activities)	5
2. Web site	Review and update the structure	6
	Develop static content for the web site (sections like features, news etc)	4
2. Social Media	Review FB & Twitter channels of P4D and recommend further promotion activities	3
	Develop social media 52-week plan (for Year 3)	7
3. Civil Society highlight	Develop communication content highlighting the work of local level civil society	15
4. Comms tools	Manage development of PSAs for 4 policy instruments	12
	Review the design and content of Communication Toolkit.	5
	Develop infographic templates for reporting and communication	4

	Document activities in one-page story format	4
	Support development of 2/3 day Strategic Communications training for civil servants	10
5. Reporting	Review draft Year 2 report and re-write it for clarity and user friendliness	5
	Support component leads in content writing for documenting relevant work in Year 2 report	10
		90

The candidate is expected to have the following skills and experience:

- Must have experience in developing communication tools, media campaign strategy and guidelines for donor funded development project, particularly EU funded project.
- Must have creative writing skills for new media platforms e.g. Social media, blogs, website.
- Knowledge and experience of developing and delivering communication (campaign or strategy) trainings.
- At least 8 years' experience working and leading communication in development or media projects.
- Working experience and understanding of Bangladesh country context will be considered as an advantage.
- Bachelor's/Masters degree in journalism, communication or any other relevant subject.

Only shortlisted applicants will be contacted for the next step of recruitment process. We will only shortlist applications submitted with detailed updated curriculum vitae (CV) along with a cover letter highlighting relevant experience and skills. **No hard copies of the application will be accepted.**

To apply, please send the above-mentioned documents to the following email address dhaka.recruitment@britishcouncil.org with copy to Siamul.Rabbany@britishcouncil.org

Please include the title of the post in the subject line of the email. No application will be accepted without proper subject and required updated documents.

"The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989"

"The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria"

Closing date: 9 December 2018



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